

Bing Merchant Center Integration Guide

March 04, 2014

Table of Contents

[Overview](#)

[Creating Accounts](#)

[Feed Files](#)

[Feed File Format](#)

[Tax & Shipping Details](#)

[Accepted Symbols](#)

[Submitting Feeds](#)

[Potential Review Issues](#)

[Bing Crawlers & Robots.txt](#)

[Support](#)

Overview

- In order to list your products on Bing Ads, you'll need to create:
 - Bing Ads account
 - Bing Merchant Center (BMC) account
 - BMC Store
 - Store Catalog(s)
- Once you've created a BMC Store, it will be immediately approved or queued up for review by the Merchant Review Team.
- The store can continue to be configured while pending review, but feed files will not be accepted until the store is approved.
- The review process can take up to five (5) days. An automated e-mail will be sent out when a decision has been made by the review team.

Creating Accounts

Microsoft Account (MSA)

Bing Ads Account

Bing Merchant Center
(BMC) Store



Creating Accounts

Microsoft Account (MSA)

- If you have an existing MSA, a new account isn't necessary
- Otherwise, if you're a merchant with a US presence, create an account
 - <https://signup.live.com/signup.aspx>
 - Click "Create account" when done.
- This account will be used for Bing Webmaster Tools

Creating Accounts

Bing Ads Account

- If you have an existing Bing Ads account, a new account isn't necessary
 - You should however link your MSA to this account.
- Otherwise, if you're a merchant with a US presence, create an account
 - <https://secure.bingads.microsoft.com/signup?mkt=en-us>
 - Click "Sign up" when done.
 - Link your MSA to this new account
- If you do not have a US presence, unfortunately, Product Ads & Rich Captions are not available

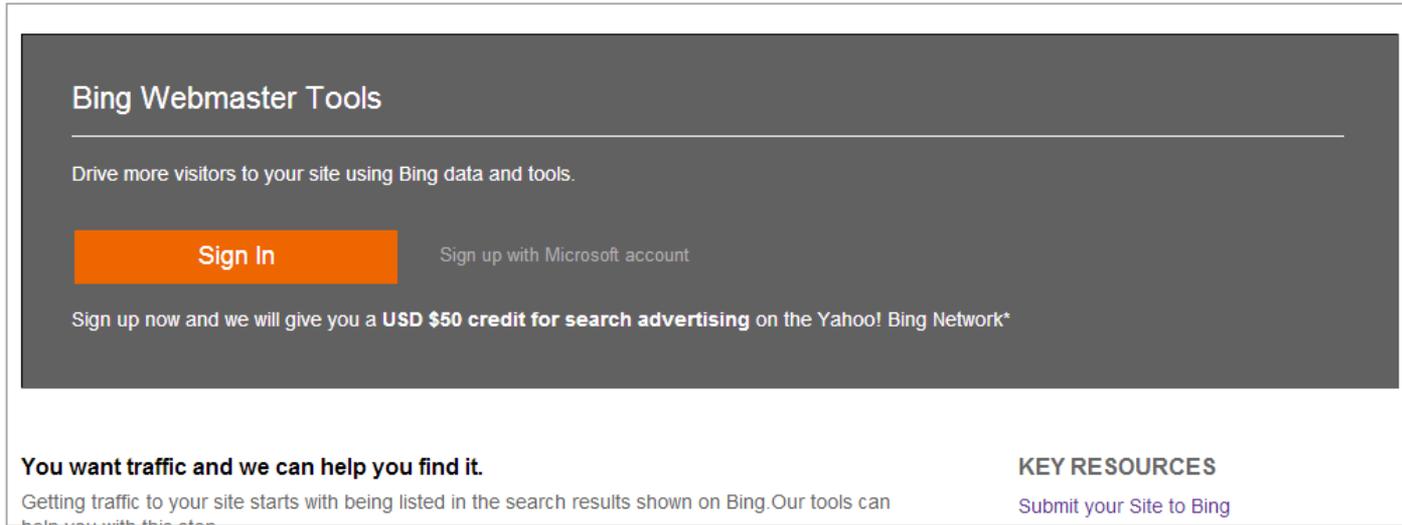
Creating Stores

Overview of BMC Store Creation

- In order to create an automatically approved BMC store, you'll need:
 - To claim your domain on Bing Webmaster Tools
 - To not be marked as a BingAds adult advertiser
 - Have a US Billing Address
- A store cannot be created until a domain is claimed
- An adult advertiser's store will be automatically rejected
- A store with a non-US Billing country will be queued up for manual review.

Bing Webmaster Tools

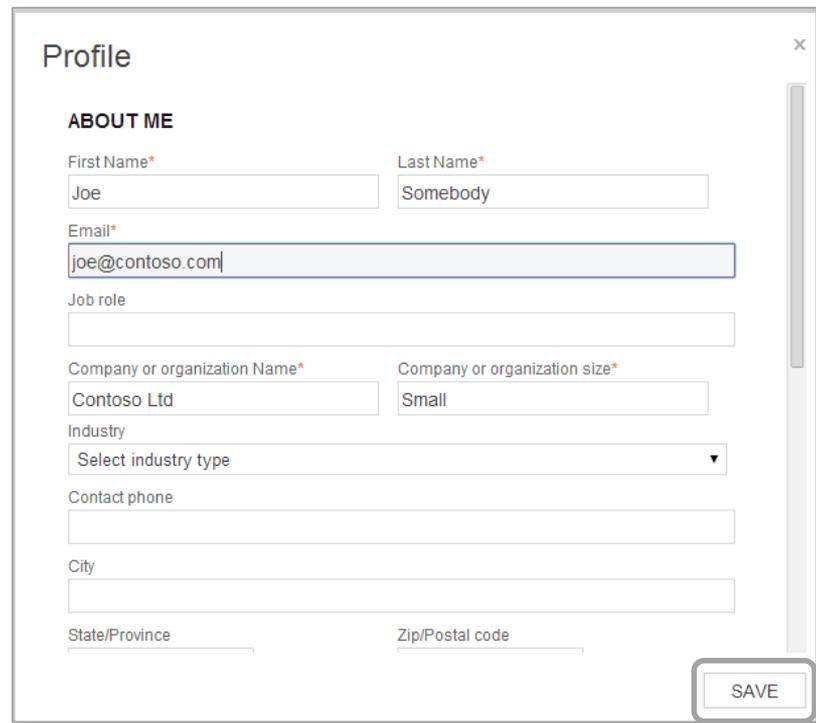
- Go to: <http://www.bing.com/toolbox/webmaster>
- Click 'Sign in' and enter your MSA credentials



The screenshot shows the Bing Webmaster Tools sign-in page. At the top, the heading "Bing Webmaster Tools" is followed by a horizontal line. Below this, the text "Drive more visitors to your site using Bing data and tools." is displayed. There are two buttons: a prominent orange "Sign In" button and a smaller, light gray "Sign up with Microsoft account" button. Below the buttons, a promotional message states: "Sign up now and we will give you a USD \$50 credit for search advertising on the Yahoo! Bing Network*". At the bottom of the screenshot, there are two sections: "You want traffic and we can help you find it." with a subtext "Getting traffic to your site starts with being listed in the search results shown on Bing. Our tools can help you with this step." and "KEY RESOURCES" with a link "Submit your Site to Bing".

Setup Your Profile

- Click on “PROFILE” in the upper right-hand corner of Bing Webmaster tools.
- A popup will appear; Fill it out.
- Click Save



The image shows a 'Profile' popup window with a close button (x) in the top right corner. The form is titled 'ABOUT ME' and contains the following fields:

- First Name***: Text input with 'Joe' entered.
- Last Name***: Text input with 'Somebody' entered.
- Email***: Text input with 'joe@contoso.com' entered.
- Job role**: Text input (empty).
- Company or organization Name***: Text input with 'Contoso Ltd' entered.
- Company or organization size***: Text input with 'Small' entered.
- Industry**: Dropdown menu with 'Select industry type' selected.
- Contact phone**: Text input (empty).
- City**: Text input (empty).
- State/Province**: Text input (empty).
- Zip/Postal code**: Text input (empty).

A 'SAVE' button is located in the bottom right corner of the popup.

Add Store Domain

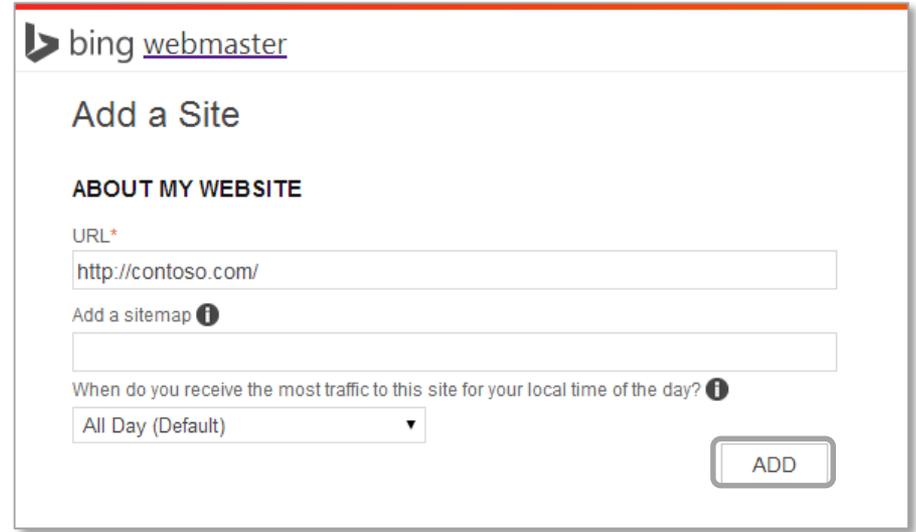
- Enter your store's domain in the text field under "My Sites"
 - This will be your BMC Store's destination URL
- Click "ADD".



The screenshot shows the Bing Webmaster interface. At the top left, there is a logo for 'bing webmaster'. Below it, the section is titled 'My Sites'. There is a text input field with the placeholder text 'Add a Site' and the value 'http://contoso.com'. To the right of the input field is a button labeled 'ADD'.

Provide Domain Details

- Enter more details about your website
- When done hit “ADD”



The screenshot shows the 'Add a Site' form in Bing Webmaster Tools. The form is titled 'bing webmaster' and 'Add a Site'. Under the heading 'ABOUT MY WEBSITE', there are three input fields: 'URL*' with the value 'http://contoso.com/', 'Add a sitemap' with an information icon, and 'When do you receive the most traffic to this site for your local time of the day?' with a dropdown menu set to 'All Day (Default)'. An 'ADD' button is located at the bottom right of the form.

Verify Domain Ownership

- Verify ownership using one of the three on-screen instructions:
 - XML file authentication
 - Meta tag authentication
 - Add CNAME record to DNS
- When done hit “VERIFY”

bing webmaster

Verify ownership for: contoso.com ⓘ

Option 1: Place an XML file on your web server

1. Download [BingSiteAuth.xml](#)
2. Upload the file to <http://contoso.com/BingSiteAuth.xml>
3. Confirm successful upload by visiting <http://contoso.com/BingSiteAuth.xml> in your browser
4. Click the verify button below

Option 2: Copy and paste a <meta> tag in your default webpage

You can add a <meta> tag containing the authentication code to the <head> section of your default webpage.

```
<meta name="msvalidate.01" content="B4F8370197D274C116205CB9152E23CA" />
```

An example:

```
<html>
  <head>
    <meta name="msvalidate.01" content="B4F8370197D274C116205CB9152E23CA" />
    <title>Your SEO optimized title</title>
  </head>
  <body>
    page contents
  </body>
</html>
```

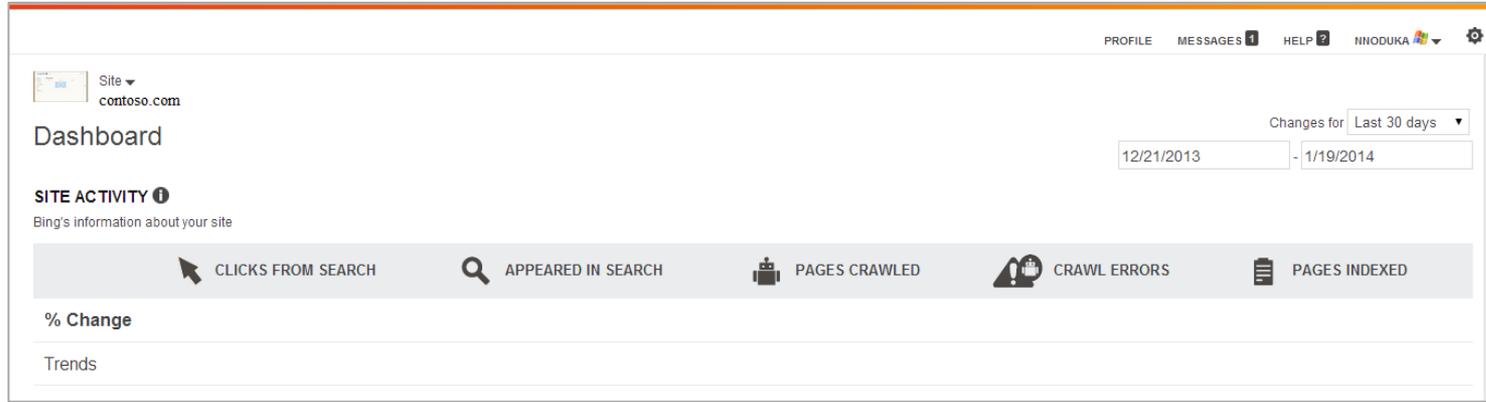
Option 3: Add CNAME record to DNS

Add CNAME (alias) record with name `e546a0720f149358080dca8233d24822` and value `verify.bing.com`. So your DNS provider will resolve host `e546a0720f149358080dca8233d24822.contoso.com` to `verify.bing.com`. How to add a CNAME record to:

VERIFY **CANCEL**

Successful Verification

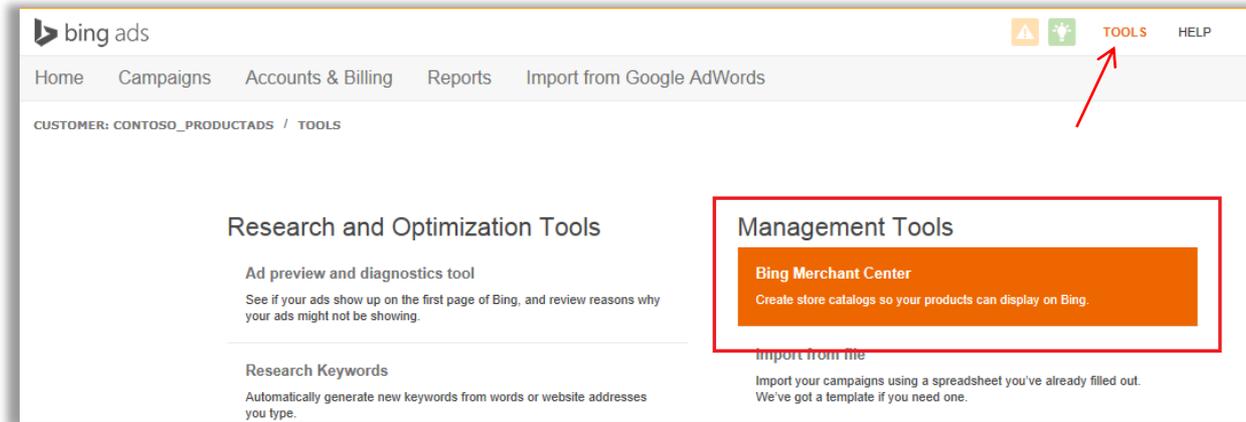
- On successful site verification, you will load a site Dashboard page.
- You can now create a BMC store with this domain.



The screenshot displays the Bing Site Dashboard for the domain contoso.com. At the top right, there are navigation links for PROFILE, MESSAGES (with a notification icon), HELP (with a question mark icon), and the user name NNODUKA (with a dropdown arrow and a settings gear icon). The main header area includes a 'Site' dropdown menu showing 'contoso.com', the word 'Dashboard', and a 'Changes for' dropdown menu set to 'Last 30 days'. Below this, there are two date input fields: '12/21/2013' and '1/19/2014'. The 'SITE ACTIVITY' section is titled 'Bing's information about your site' and features a horizontal navigation bar with five categories: 'CLICKS FROM SEARCH' (with a mouse cursor icon), 'APPEARED IN SEARCH' (with a magnifying glass icon), 'PAGES CRAWLED' (with a crawler robot icon), 'CRAWL ERRORS' (with a warning triangle icon), and 'PAGES INDEXED' (with a document icon). Below the navigation bar, there are sections for '% Change' and 'Trends', which are currently empty.

BMC Store Creation

- Log into Bing Ads using the MSA that verified the domain
- Select Tools
- Select Bing Merchant Center



The screenshot shows the Bing Ads dashboard. At the top left is the 'bing ads' logo. To the right are navigation icons for a warning, a gear, and the 'TOOLS' menu, which is highlighted with a red arrow. Below the navigation bar are links for 'Home', 'Campaigns', 'Accounts & Billing', 'Reports', and 'Import from Google AdWords'. The main content area is titled 'CUSTOMER: CONTOSO_PRODUCTADS / TOOLS'. It is divided into two columns. The left column is titled 'Research and Optimization Tools' and contains two items: 'Ad preview and diagnostics tool' and 'Research Keywords'. The right column is titled 'Management Tools' and contains one item: 'Bing Merchant Center', which is highlighted with a red box. Below the 'Bing Merchant Center' box is the 'Import from file' option.

bing ads

Home Campaigns Accounts & Billing Reports Import from Google AdWords

CUSTOMER: CONTOSO_PRODUCTADS / TOOLS

Research and Optimization Tools

Ad preview and diagnostics tool
See if your ads show up on the first page of Bing, and review reasons why your ads might not be showing.

Research Keywords
Automatically generate new keywords from words or website addresses you type.

Management Tools

Bing Merchant Center
Create store catalogs so your products can display on Bing.

Import from file
Import your campaigns using a spreadsheet you've already filled out. We've got a template if you need one.

Creating a BMC Store

- Will be prompted to create a store if you don't already have one.
- Click 'Create a store' to make a new one.

CUSTOMER: CONTOSO_PRODUCTADS / TOOLS /

Manage your store settings

To add your latest catalog to Bing Merchant Center or change store settings, click your store name. [Help](#)
If you want to add another store, click Create a store.

[Create Store](#) [Delete Stores](#)

Filter by: in column

<input type="checkbox"/>	Store name	Store status
<input type="checkbox"/>	a_BMCTEST	Inactive
<input type="checkbox"/>	Contoso Shoes	Active

- Each account can have multiple Stores
- BMC does not allow a merchant to sell the same products through multiple stores

Provide Store Details

- Enter Store Info
 - Store name cannot be changed later and it will appear in the ads, so accuracy is important.
- Provide a previously verified domain
 - The domain cannot be verified if logging in with a non MSA
 - An unverified domain will prevent store creation
- Select the desired program under Catalog setting
- Click Finish

Create a store

Create a new store.

Add store info

Add the store info that appears on Bing.

Store name: *

Display URL:

Destination URL: *

Store description: *

Characters limit 32 to 350 | No line breaks

Catalog setting

Select at least one program to include your catalog in

Product Ads

Rich Captions

* Indicates required information.

Cancel Finish

Possible Errors on Store Creation

Error 1:

The domain cannot be verified if logged in with a non Microsoft Account.

Create a store

Create a new store.

You must verify that you own your URL on [Bing Webmaster Tools](#). Then sign in to Bing Ads with that same Microsoft account.

Add store info
Add the store info that appears on Bing.

Store name: *

Display URL:

Destination URL: *

Error 2:

An unverified domain will block store creation.

Create a store

Create a new store.

You ned to verify that you own this URL on [Bing Webmaster Tools](#)

Add store info
Add the store info that appears on Bing.

Store name: *

Display URL:

Destination URL: *

Successful Store Creation

- After successful store creation, you will be informed on status via the Store Summary page.
- Store Status
 - Possible store status values are: “Active/Inactive/Failed”.
 - Active means auto-approved and a catalog has been setup
 - Inactive means either auto-approved and catalog hasn’t been setup or is pending manual review.
 - See next slides for store status screenshots.

CUSTOMER: CONTOSO_PRODUCTADS / TOOLS /

Store Summary | Store Settings | Catalog Management | FTP Settings | Tax | Shipping

Store Summary

Review your store status and find out the latest news about Bing Merchant Center. [Help](#)

You have now set up your Bing Merchant store. You will receive an email confirming your participation.

Note: You haven't set up your catalog information yet. The next step is to create a catalog on the Catalog Management tab.

Store info

Store ID: 32417
Store name: Contoso Flowers 2

Store status: Inactive

- Pending Catalog setup
- Tax is not configured
- Shipping is not configured

News

Thank you for using **Bing Merchant Center**.

Here are some resources to help you get started:

- [Frequently Asked Questions](#)
- [Merchant Integration Guide](#)

If you have other questions, [contact us](#).

Store Creation: Possible Statuses

<p>Status 1: Store has been approved and catalog has been setup.</p>	<p>Store status: Active (Publishing)</p> <ul style="list-style-type: none">• Tax is not configured• Shipping is not configured
<p>Status 2: Store has been approved but catalog hasn't been setup.</p>	<p>Store status: Inactive</p> <ul style="list-style-type: none">• Pending Catalog setup• Tax is not configured• Shipping is not configured
<p>Status 3: Store is pending manual review (only reason: non-US billing address)</p>	<p>Store status: Inactive</p> <ul style="list-style-type: none">• Store is Pending Review• Must have a US billing address• Pending Catalog setup• Tax is not configured• Shipping is not configured
<p>Status 4: Store has been rejected during automated onboarding (only reason: adult advertiser).</p>	<p>Store status: Failed prospective-merchant review</p> <ul style="list-style-type: none">• Adult store not allowed

Welcome Tab

Review store
status and news

CUSTOMER: CONTOSO_PRODUCTADS / TOOLS /

Store Summary Store Settings Catalog Management FTP Settings Tax Shipping

Store Summary

Review your store status and find out the latest news about Bing Merchant Center.

Store info

Store ID: 1000200
Store name: Contoso Shoes

Store status: Active (Publishing)

- Tax is not configured
- Shipping is not configured

News

Thank you for using *Bing Merchant Center*.

Here are some resources to help you get started:

- [Frequently Asked Questions](#)
- [Merchant Integration Guide](#)

If you have other questions, [contact us](#).

Store Settings

Review store information and click “Save”

Store Settings

Update your store settings.

Store info

Update your store info.

Store ID: 1000200

Store name: Contoso Shoes

Display URL: http://contososhoes.com

Destination URL: http://contososhoes.com

Store description: *

Characters limit 32 to 350 | No line breaks

Store status: Active (Publishing)

- Tax is not configured
- Shipping is not configured

Catalog setting

Select at least one program to include your catalog in

Product Ads

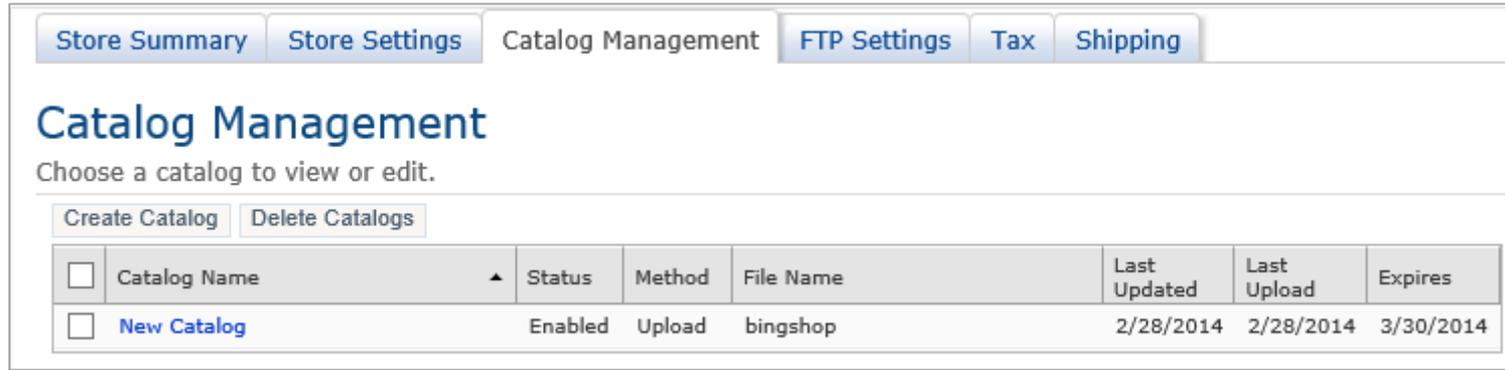
Rich Captions

Bing Shopping [contact customer support to opt out]

* Indicates required information.

Store Catalog

- Will be prompted to create a catalog if there isn't any in store
- Select the catalog to review
- Or click 'Create New Catalog' to create a new Catalog.



Store Summary Store Settings **Catalog Management** FTP Settings Tax Shipping

Catalog Management

Choose a catalog to view or edit.

Create Catalog Delete Catalogs

<input type="checkbox"/>	Catalog Name	Status	Method	File Name	Last Updated	Last Upload	Expires
<input type="checkbox"/>	New Catalog	Enabled	Upload	bingshop	2/28/2014	2/28/2014	3/30/2014

- Stores can have multiple catalogs
- Each catalog requires a separate feed file
- Each catalog should have unique products

Catalog Management

Configure Catalog
Settings and click
“Save”

Catalog Management

Choose a catalog name and if you want to upload your catalog using an FTP account or download your catalog from a URL.

Select catalog

catalog demo [View all catalogs](#)

Catalog info

Catalog name:

Catalog file updated (UTC): 8/14/2013 9:26:16 PM

Catalog file created (UTC): 8/14/2013 9:26:16 PM

Enable catalog:

Product Ads catalog file results

Some product offers in your catalog were rejected. [Download report](#) (Date: 8/15/2013, Count: 60)

Product offers in your catalog were published. [Download report](#) (Date: 8/15/2013, Count: 41)

How to submit catalog file

Download catalog from any URL

Upload catalog file using a FTP account

[Create or change your FTP account](#)

You must use an FTP account if your catalog is larger than 4 MB. It is recommended to wait 24 hours in between file uploads.

File name: *

Do not include file extensions. For example, use "shopping" not "shopping.txt"

Catalog Management

- Once you've created a feed file, it can be tested
 - Browse and select the file, then click 'Test File'
 - Results appear on the right
- Testing is not required, but highly recommended

Test your file

Test that your file can be uploaded. Max file size is 4 MB.

No file chosen

Test file report

Your latest test file had 0 incorrectly formatted offers out of 42.

[Download Complete Report](#) (8/14/2013 2:19:11 PM)

Recent catalog files:

Date (UTC)	Size	Message	Status
8/14/2013 9:26:16 PM	42 lines	Product catalog received.	Ok

FTP Settings

- Create your FTP credentials (if needed) and click 'Save'
- Passwords must be at least 6 characters long, and include 1 number, letter, special character
- FTP account is not required for merchants selecting 'Download catalog from any URL' option in Catalog Settings

CUSTOMER: CONTOSO_PRODUCTADS / TOOLS /

[Store Summary](#) [Store Settings](#) [Catalog Management](#) [FTP Settings](#) [Tax](#) [Shipping](#)

FTP Settings

Create your FTP account or change your current FTP password. [Help](#)

FTP Account Settings

Store name: Contoso Shoes
FTP account status: Active

Server name: <https://feeds.adcenter.microsoft.com> (Recommended)
<ftp://feeds.adcenter.microsoft.com>
Both active and passive FTP modes are supported.

User name: *

After the account is created, the user name cannot be changed.

Password: *

Confirm password: *

* Indicates required information.

Recent feeds

Date (UTC)	File name	Message	Status
6/18/2013 6:50:15 PM	example_feed_atom.xml	Product catalog received.	Ok

Tax

- Configure Tax Settings (if needed) and click 'Save'
- Tax information in the Feed File will override these settings

CUSTOMER: CONTOSO_PRODUCTADS / TOOLS /

Store Summary Store Settings Catalog Management FTP Settings Tax Shipping

Tax

Choose the tax settings for your store.

Tax settings

Not configured

No Tax
You do not charge tax on items in your store catalogs.

Tax by State
Select which states and territories you charge tax in.
Sales tax will be estimated using Tax Data Services.
Microsoft does not guarantee the accuracy of these rates.

Reset Save

Shipping

- Configure Shipping Settings (if needed) and click 'Save'
- Shipping information in the Feed File will override these settings
- Note: The 'Free Shipping' checkbox below should not be used without consulting the Bing Merchant Support Team

CUSTOMER: CONTOSO_PRODUCTADS / TOOLS /

[Store Summary](#) [Store Settings](#) [Catalog Management](#) [FTP Settings](#) [Tax](#) [Shipping](#)

Shipping

Choose the shipping settings for your store.

Shipping settings

If there is no shipping cost for an item in your store catalog, we will use these default methods to calculate the shipping cost for you.

Not Configured

Flat Rate (Including free shipping)

Price Table (Item shipping costs will vary by item price)

Weight Table (Item shipping costs will vary by item weight)

Shipping Options (check all that are appropriate)

Customers receive free shipping under certain purchasing conditions.

Notes

- Once you've created a BMC Store, it will be automatically queued up for review.
- The Review process can take up to **five (5) days**. An automated e-mail will be sent out when a decision has been made.
- The initial feed file can take up to **3 days** to begin to publish.
- Subsequent feed file processing once items are publishing can take up to **36 hours** to update on the live site.
- Questions or Issues? Contact the Bing Merchant Support Team through the support page: <http://advertise.bingads.microsoft.com/en-us/contact-support> .
- Visit the Bing Ads forum for more information: <http://advertise.bingads.microsoft.com/en-us/forum>.
- Frequently Asked Questions: <http://advertise.bingads.microsoft.com/en-us/bing-merchant-faqs>

Feed Files

Overview

Sending Files to
Bing Merchant Center

Feed File Format



Overview

- Feed files cannot be uploaded until the account has been approved
- Feed files can be sent to Bing Ads one of three ways
 - Download catalog from any URL
 - Upload catalog file using a FTP account
 - Catalog File Upload
- The first feed file can take up to 3 days to publish
 - Images have to be crawled and ProductURLs verified before the product can publish
- Subsequent feeds can take up to 36 hours to update
- Files can be tested through the 'Test your file' section on the Catalog Management tab

Sending Files to Bing Merchant Center

- File name has to be specified in the 'File name' text box
- Files have to be tab delimited text files
 - .txt, .xml within a compressed format (.zip, .gz, .gzip, .tar.gz, .tgz), .xml (for Google format)
 - Each offer has to be on its own line
- Download catalog from any URL
 - You specify where Bing Merchant Center gets the file
 - If a user name and password are needed, enter this information in the appropriate text boxes
- Upload catalog file using a FTP account
 - Specify your desired FTP username and password on the FTP Settings tab
- Catalog File Upload
 - Files smaller than 4MB can be uploaded through a button on the Catalog Management page

Feed File Format

- Required Fields
 - General
 - Aggregator Only
- Optional Fields
 - Offer Information
 - Item Information
 - Additional Pricing Items
 - Bing Attributes
 - Sales & Promotions

Required Fields

General

Field	Description	Type of data	Notes
Id (MPID)	Merchant Product Id.	Alphanumeric	<ul style="list-style-type: none">• Max: 1000 characters• Shouldn't be changed
Title	Product name/title	Alphanumeric	Max: 255 characters
Brand	Product's manufacturer, brand or publisher	Alphanumeric	Max: 1000 characters
ProductURL	Direct link to your website where product can be purchased	Alphanumeric	<ul style="list-style-type: none">• Max: 2000 characters• HTTP or HTTPs only• Must not redirect.

- Id has to be unique for a store/seller (in the case of aggregators)
 - Products with duplicate Ids will not publish
 - Id cannot be reused for a different product in the future.
- ProductURL restrictions apply to both direct merchants and aggregators
 - For direct merchants, ProductURL must be path under store's Destination URL.
 - For aggregators, ProductURL must be a direct link to Seller's product page

Required Fields

General

Field	Description	Type of data	Notes
Price	Base Price, excluding tax and shipping	Numeric	<ul style="list-style-type: none">• Range: 0.01 to 150000• Only 2 decimal places• No symbols (\$)
Description	Item Description	Alphanumeric	<ul style="list-style-type: none">• Max: 10,000 characters• No promotional text
ImageURL	Link to Product Image for Product Ads	Alphanumeric	<ul style="list-style-type: none">• Max: 1000 characters• HTTP or HTTPs only

- ImageURL is not required for Rich Captions
- Images have additional restrictions:
 - Supported formats: bmp, gif, exif, jpg, png, tiff
 - Have to be at least 220 pixels in both length and width
 - No watermarks or free shipping text.
 - Images are cached, so if the underlying image changes, the URL must also change.

Required Fields Example

General

Field	Example 1	Example 2
Id	ISI1	A1
Title	Item Title	Some great product
Brand	Contoso	Microsoft
ProductURL	http://www.bingshop.com/product.asp?pn=ISI1	http://www.bingshop.com/product.asp?pn=A1
Price	23.99	2391.85
Description	This is an example description	Gets great reviews and everyone loves it
ImageURL	http://www.bingshop.com/images/ISI1.jpg	http://www.bingshop.com/images/A1.jpg

Required Fields

Aggregators Only

Field	Description	Type of data	Notes
SellerName	Merchant/Store that provides this product	Alphanumeric	Max: 255 characters

- SellerName is required from aggregators only:
 - It is not accepted from direct merchants' feeds.

Required Fields Example

Aggregators Only

Field	Example 1	Example 2
SellerName	Contoso Shoes	Microsoft Store

Optional Fields

Offer Identification

Field	Description	Type of data	Notes
MPN	Manufacturer Part Number	Alphanumeric	Max: 255 characters
UPC	Universal Product Code	Numeric	Max: 13 digits
ISBN	International Standard Book Number	Alphanumeric	10 or 13 characters
SKU (MerchantSKU)	Differentiates versions of same product, ex: different sizes/colors	Alphanumeric	Max: 255 characters
GTIN	Global Trade Item Number	Numeric	8, 12, 13, or 14 digits long

- Cannot use scientific notation for numeric fields (UPC, GTIN)
- SKU and MPN have to be different for each offer

Optional Fields Example

Offer Identification

Field	Example 1	Example 2
MPN	ADNK-5020	ADNK-5021
UPC	123456789999	12345678
ISBN	978-0441019717	123456789-0
SKU (MerchantSKU)	1234B	BA123
GTIN	00012345600012	012345678905

Optional Fields

Item Identification

Field	Description	Type of data	Notes
Availability (StockStatus)	Availability of item	In Stock; Out of Stock; Pre-Order; Back-Order	Only In Stock items are published
Condition	Condition of item	New; Used; Collectable; Open Box; Refurbished; Remanufactured	Only New items are published.
ProductType (MerchantCategory)	Merchant's category	Alphanumeric	<ul style="list-style-type: none">• Max: 1000 characters• Delimiters: pipe[]; comma[,]; greater than[>]
B_Category (BingCategory)	Desired Bing category	Alphanumeric	<ul style="list-style-type: none">• Max: 255 characters• Single category only• Delimiters: pipe[]; comma[,]; greater than[>]

- Only 'In Stock' and 'New' products will publish
- BingCategory is explained in detail later

Optional Fields Example

Item Identification

Field	Example 1	Example 2
Availability (StockStatus)	In Stock	In Stock
Condition	New	New
ProductType (MerchantCategory)	Home > Electronics > DVD Player	Arts & Crafts
B_Category (BingCategory)	Electronics Audio Electronics Home Theater & Multi-Room Systems	Arts & Crafts Craft Supplies

- [More on BingCategory later](#)

Optional Fields

Additional Pricing Items

Field	Description	Type of data	Notes
Tax	Tax charged for item	Alphanumeric	Max: 255 characters
Shipping	Lowest amount charged for item	Alphanumeric	Max: 255 characters
ShippingWeight	Weight of product in pounds; Used with BMC Shipping Table	Numeric	<ul style="list-style-type: none">• Range: 0 to 10,000.00• No units/text (lbs)

- Tax and Shipping formats are explained later

Optional Fields Example

Additional Pricing Items

Field	Example 1	Example 2
Tax	US::0:y	::0:n
Shipping	US:::0	:::0
ShippingWeight	1.25	5

- [More on Tax and Shipping later](#)

Optional Fields

Bing Attributes

Field	Description	Type of data	Notes
Bingads_grouping	Use to group products for ad campaign filters	Alphanumeric	<ul style="list-style-type: none">• Max: 1000 characters• Single-value
Bingads_label	Use to identify products for ad campaign filters	Alphanumeric	<ul style="list-style-type: none">• Max: 1000 characters• Max: 10 comma-separated values [multi-value]
Bingads_redirect	ProductURL override when offer is used as a Product Ad	Alphanumeric	<ul style="list-style-type: none">• Max: 2000 characters• HTTP or HTTPS only• Must redirect to landing page specified in ProductURL

- Advertisers can use Bingads_redirect to track different traffic sources.
- Bingads_label should not have empty spaces between commas [ex: “a, ,b” or “a,,b”]

Optional Fields Example

Bing Attributes

Field	Example 1	Example 2
Bingads_grouping	Comforters	Shoes
Bingads_label	Clothing,shoes	Summer,Outdoor,Shoes
Bingads_redirect	http://www.merchant.com/product/	http://www.contoso.com/shoe/

Optional Fields

Sales & Promotions

Field	Description	Type of data	Notes
PriceWithDiscount	Offer's Sale Price, excluding tax and shipping	Numeric	<ul style="list-style-type: none">• Range: 0.01 to 150000• Only 2 decimal places• No symbols (\$)• Must be less than Price
DealStartDate	Sale's start date & time	Alphanumeric	<ul style="list-style-type: none">• Must be earlier than DealExpiration
DealExpiration	Sale's end date & time	Alphanumeric	<ul style="list-style-type: none">• Must be later than DealStartDate

- PriceWithDiscount is required to display a valid sale.
- Dates have to match the format explained later

Optional Fields Example

Sales & Promotions

Field	Example 1	Example 2
PriceWithDiscount	20.99	219.85
DealStartDate	2013-11-05T08:15-05:00	2013-12-06T18:30-08:00
DealExpiration	2013-11-09T08:15-05:00	2013-12-07T06:30-08:00

Date & Time Format

- Date/Time have the following components

Name	Description	Notes
Date	Format: YYYY-MM-DD	Required
Time designator	T	Required
Time	Format: hh:mm	<ul style="list-style-type: none">• Required• Minute precision• Seconds precision [hh:mm:ss] accepted but seconds will be truncated.
Time-zone offset	Format: +hh:mm or -hh:mm	<ul style="list-style-type: none">• Optional• Defaults to [-08:00]

- Fields concatenated in order shown in the table

Date & Time Examples

November 5, 2013, 8:15am, US Eastern Standard Time	2013-11-05T08:15-05:00
August 12, 2013, 8:15am, US Pacific Standard Time * Note that the timezone defaults to PST [-08:00]	2013-12-08T08:15

Bing Category Format

Bing Category is not required in the feed file, it is however recommended

- This field accepts only one value, taken from the [Bing Category taxonomy list](#).
- It is recommended that you use the most relevant category for your product.

- Must use the value exactly as specified in the taxonomy list.
- Must use the category's full path.
 - “Baby & Nursery | Baby Activities | Swings” is valid
 - “Swings” or “Baby & Nursery” alone is invalid

- Find the full Bing Category taxonomy list here:
 - [Plain text file](#)
 - [Excel spreadsheet](#)

Tax & Shipping Details

Tax Format

Shipping Format



Tax Format

- Tax information is not required in the feed file
- Feed file information will override BMC configuration
- Rate is the only Required item

Name	Description	Notes
Country	ISO 3166 country code	US only
Region	Geographic region; state or zip code(s)	CA or 946*
Rate	Tax as a percentage	5.00
tax_ship	Whether shipping is taxed as well	y or n (default)

- Fields separated by colons; groups separated by commas

Tax Examples

No Tax US-wide	US::0:
No Tax world-wide	::0:
Multi-group rates	US:CA:8.25:y,US:926*:8.75:y

Shipping Format

- Shipping information is not required in the feed file
- Feed file information will override BMC configuration
- Price is the only Required item

Name	Description	Notes
Country	ISO 3166 country code	US only
Region	Geographic region; state or zip code(s)	CA or 946*
Service	Service class	Ground, etc
Price	Fixed delivery price	Required

- Fields separated by colons; groups separated by commas

Shipping Examples

Free shipping US-wide

US:::0

Free shipping world-wide

:::0

Multi-group rates

US:024*:Ground:7.95,US:MA:Ground:5.95

Feed File Examples

Find an example feed file (using most attributes) here: [Tab delimited \(.txt\)](#)

An example using only the required attributes would look like this:

Id	Title	Brand	ProductURL	Price	Description	ImageURL
1064	Cuisinart Chef's 7-Piece Cookware Set	Cuisinart	http://merchant.com/product1.html	19.99	Premium cookware with classic style but modern technology	http://images.merchant.com/image.gif
1019	All-Clad LTD Oval Bakers, Set of 2	All-Clad	http://merchant.com/product2.html	29.97	This pair of 7 inch bakers is great to have on hand when you're cooking for two.	http://images.merchant.com/image2.gif

Notes

- Keep your product information fresh by uploading a file daily
- Feed files **expire** after **30** days which cause the products to **stop** publishing – so upload a file at least every 30 days
- A header row must be the first line in the feed file
- Each offer has to be on its own line.
- Feed files must be tab-delimited text files with extensions: .txt, .zip, .gz, .gzip, .tar.gz, .tgz, or .xml (if Google-formatted).
- The filename can be customized for your store; we recommend 'bingmerchant.txt'
- Quotes and HTML in the text files will cause processing problems
- Watch out for line breaks in the middle of offers
- Special/invalid characters will cause processing problems

Accepted Symbols

Symbols accepted in
Feed Files and BMC UI



Accepted Symbols

Feed File: Excluding Brand, Title & Description

Symbol	Accepting Field
Period [.]	Prices [includes tax and shipping prices], URL, ShippingWeight
Colon [:]	URLs, Tax, Shipping
Question [?], Forward-slash [/], Equal [=]	URLs
Hyphen [-]	Offer Identifiers where this is valid (eg: ISBN, MPN)
Pipe [], Comma [,], Greater [>]	Multi-value fields (MerchantCategory, B_Category, Bingads_label)
Asterisk [*]	Tax, Shipping

Accepted Symbols

Feed File: Brand, Title & Description

- These fields accept any Unicode symbol
- The minimum and maximum length checks are defined on word characters
 - Word character defined [here](#)

Accepted Symbols

BMC Store Settings: Store Name and Description

- Space character, Tab Character
- Quotation marks, single and double: ['] ['] [“] [”]
- Other symbols:
 - ~, ` , !, @, #, \$, %, ^, &
 - *, _ , - , +, =
 - (,) , { , } , [,]
 - Colon [:], Semicolon [;], Comma [,], Period [.]
 - ? , / , | , \

Submitting Feeds

How to deliver your feeds to Bing Merchant Center



Download by Bing

File is on a publicly accessible server

On Catalog Management Tab

- Select desired catalog
- Select 'Download catalog from any URL'
- Input Source URL (1024 characters max)
- If needed, enter username and password for server
- Click 'Save'

Catalog Management

Choose a catalog name and if you want to upload your catalog using an FTP account or download your catalog from a URL.

Select catalog

catalog demo [View all catalogs](#)

Catalog info

Catalog name:

Catalog file updated (UTC): 8/14/2013 9:26:16 PM

Catalog file created (UTC): 8/14/2013 9:26:16 PM

Enable catalog:

Product Ads catalog file results

Some product offers in your catalog were rejected. [Download report](#) (Date: 8/15/2013, Count: 60)

Product offers in your catalog were published. [Download report](#) (Date: 8/15/2013, Count: 41)

How to submit catalog file

Download catalog from any URL

Upload catalog file using a FTP account

Source URL: *

Complete URL including protocol, domain name and file location.
For example, <https://www.contoso.com/feeds/shopping.txt>
Supported protocols include HTTP, HTTPS, and FTP.

User name:

Password:

* Indicates required information.

Upload by FTP

On Catalog Management Tab

- Select desired catalog
- Select 'Upload catalog file using a FTP account'
- Input file name
- Click 'Save'

On FTP Settings Tab

- Input the desired user name
 - cannot be changed later
- Input and confirm password
 - 6 characters: a number, letter and special character are required

FTP Client Software

- Host/server name
ftps://feeds.adcenter.microsoft.com
- Active mode

Catalog Management

Choose a catalog name and if you want to upload your catalog using an FTP account or download your catalog from a URL.

Select catalog

catalog demo

Catalog info

Catalog name:

Catalog file updated (UTC): 8/14/2013 9:26:16 PM

Catalog file created (UTC): 8/14/2013 9:26:16 PM

Enable catalog:

Product Ads catalog file results

Some product offers in your catalog were rejected. [Download report](#) (Date: 8/15/2013, Count: 60)

Product offers in your catalog were published. [Download report](#) (Date: 8/15/2013, Count: 41)

How to submit catalog file

Download catalog from any URL

Upload catalog file using a FTP account

[Create or change your FTP account](#)

You must use an FTP account if your catalog is larger than 4 MB. It is recommended to wait 24 hours in between file uploads.

File name: *

Do not include file extensions. For example, use "shopping" not "shopping.txt"

Upload on Catalog Management Tab

On Catalog Management Tab

- For files less than 4MB
- Find 'Catalog File Upload' area of this tab
- Click 'Upload Feed to Bing Merchant Center'

Catalog File Upload
You can upload catalog files up to 4 MB here

Checking on Feed Publishing

On the Catalog Management Tab

- Rejected Report : Items which are not publishing
- Publishing Report : Items which are publishing

Catalog Management

Choose a catalog name and if you want to upload your catalog using an FTP account or download your catalog from a URL.

Select catalog

catalog demo

Catalog info

Catalog name: catalog demo

Catalog file updated (UTC): Never

Catalog file created (UTC): Never

Enable catalog:

Product Ads catalog file results

Some product offers in your catalog were rejected. [Download report](#) (Date: 6/20/2013, Count: 60)

Product offers in your catalog were published. [Download report](#) (Date: 6/20/2013, Count: 41)

Checking on Feed Publishing

On the Catalog Management Tab

- Recent Catalog Files : Last 5 received feed files
 - Feed files expire after 30 days

Recent catalog files:

Date (UTC) ▼	Size	Message	Status
6/6/2013 5:55:04 PM	20118 lines	Product catalog received.	Ok
6/5/2013 5:49:49 PM	20011 lines	Product catalog received.	Ok
6/4/2013 5:45:43 PM	19741 lines	Product catalog received.	Ok
6/3/2013 5:24:55 PM	19475 lines	Product catalog received.	Ok
6/1/2013 7:50:24 PM	19475 lines	Product catalog received.	Ok

Feed Transfer Troubleshooting

Download by Bing

- URL is properly formatted
- URL is less than 1024 characters
- File is accessible through a browser
- If used, verify correct username and password
- File name corresponds to that specified in BMC
- File is an accepted type: txt, gz, zip, gzip, tgz, tar.gz, xml (Google-format only)

Feed Transfer Troubleshooting

Upload by Merchant

- Filename corresponds to that specified in BMC
- File is an accepted type: txt, gz, zip, gzip, tgz, tar.gz, xml (Google-format only)
- File uploaded to main directory
- Verify username and password in BMC
- Active mode specified in client
- Port number should not be specified

Potential Review Issues

Likely Pitfalls for
New Merchants



Potential Review Issues

Flagged as Adult Advertiser

- Could have been flagged as a result of text ads campaigns

Uncertain of US presence

- Not always as easy to determine as you might think
- Must be able to verify US presence on your website

Non-secure/encrypted (SSL) checkout

- Verify that your license is for that domain and is current

More on Secure Checkouts

- Microsoft values the security and privacy of our end-users, as well as sustainable and healthy relationships with our customer.
- Online financial transactions is an area of high exposure, considering the significant consequences of data breach and compromise of payment instruments.
- Using a secure check out system can reduce, though not entirely eliminate, associated threats.
- To learn more about secure checkout requirements and companies that provide such services:
 - [PCI Security Council information](#)
 - [List of Validated Payment Applications](#)
 - [MasterCard Worldwide](#)
 - [Visa Europe](#)
 - [Visa \(rest of world\)](#)

This reference is for informational purposes only. Microsoft does not endorse any companies listed at the above links. Microsoft is not to be held accountable for any loss of financial data, data breach and other compromises to your customer`s personal and financial information, and reserves the right to remove non-compliant merchants, as detected, at our sole discretion and without advanced notice. We encourage you to seek independent advice and assistance with any related matters.

Bing Crawlers & Robot.txt

Bing Crawler Agents and Requirements



Bing Crawlers & Robots.txt

- Allow Bing's crawling of your website's merchant pages
 - This is required for data validation
 - Allow access to any click tracking pages that redirect to/from product pages
 - You may still disallow non-merchant pages, such as website management pages.
 - If your product URLs redirect to a click tracking page, do not count page views by bingbot as customer views.
- This statement block below is recommended for all robots.txt files:
`User-agent: bingbot`
`Disallow:`

Support

[Bing Ads Main Page](#)

[Merchant Support](#)

[FAQ](#)



YAHOO! |  bing

NETWORK